Telestream Demonstrates Market Leadership in Enterprise-Class Video Transcoding & Workflow Automation at IBC 2015

New Vantage Camera Ingest option saves time for post & news users; VOD Producer DAI establishes significant new revenue streams for broadcasters & content owners in every geographic region

Nevada City, California, August 28, 2015 – At IBC 2015, [Telestream](#)® (stand 7.G30), a leading provider of digital media tools and workflow solutions, is showcasing the latest advances in its [Vantage](#)® media processing platform. This enterprise-class transcoding and workflow automation software allows content owners, producers, and distributors to quickly, easily and efficiently ingest, edit, transform, package, monetize and distribute their media. The Vantage platform is based on a flexible service-oriented architecture that is made up of discrete services and connectors that combine to create powerful automated workflows – all under one unified system control.

Vantage Camera Ingest
With more and more cameras, the volume of footage created during production has become unmanageable. Vantage Camera Ingest frees creative storytellers to focus on editing, instead of worrying about formats and manually finding, importing and transcoding media files. For Avid Interplay environments, multi-resolution clips can be created automatically in Interplay while allowing frame-chase editing. Using timecode metadata, Vantage can also automatically stitch and time-align shots, creating daily stringouts and simplifying multi-camera shoots.

This new facility allows users to create camera-specific hot folders, which can watch either card readers or folders on hard drives. These hot folders understand complex camera file formats, and allow users to prescribe rules for shot detection, stitching and ingest. Fully featured software running on servers then automates ingest, transcoding and import of shots into the editing system.

"This powerful camera ingest software automates and simplifies camera ingest, transcoding and importing of shots in an editing system, freeing editors to focus on editing, instead of manually finding, importing and stitching clips," explained Paul Turner, VP of Enterprise Product Management at Telestream.

Avid integration

Vantage is known for its industry-leading [integration with Avid systems](#), simplifying and accelerating delivery of file-based media into and out of Avid environments. Sitting at the heart of Avid workflows, Vantage automates media and metadata ingest from incoming video feeds, assets and files to solve users' most complex transcoding and file-delivery scenarios. Telestream extends this support with new cost savings for Avid users.

Making its European debut at IBC 2015, the new [Lightspeed K80 Server](#) offers significant speed and productivity improvements over previous Lightspeed$^®$ Servers for products built on the Vantage media processing platform. The latest GPU/CPU acceleration technologies are utilized to boost video processing and H.264 encoding speeds. This means fewer nodes are required to process more files in less time – allowing users to save time and be more productive. Housed in a high-density 1 RU (rack unit) chassis, the Lightspeed K80 also reduces space, electrical and thermal requirements.

Time warp with Tempo

[Tempo](#) is a new time adjustment solution for re-timing file-based content and intelligently adjusting the running time of shows and segments. It utilizes new time adjustment algorithms that deliver superior quality and faster turn-around times. Built on the Vantage platform, and running on the new Lightspeed K80 Server, Tempo is easy to use and offers all of the benefits of the industry's leading workflow management and transcoding system.

"Tempo is a product with substantial ROI by providing the ability to match running time to available time," said Paul Turner. "Tempo will be particularly important for companies who are working with content from other eras or other regions of the world where the ad timing is different than their current format."

Post Producer

Also built on the Vantage platform, [Post Producer](#) is a file-based content assembly software system that addresses the issue of repetitive rendering of different versions of media. Based on user templates and controlled via simple work order spreadsheet input, Post Producer automatically assembles multi-layer composites from video and graphics - enabling the creation of uniquely-branded versions of the same package for different distribution services.

VOD Producer DAI

Recently launched at NAB and built on the Vantage platform, [VOD Producer DAI](#) simplifies and automates the complex tasks of preparing and assembling CableLabs-compliant Video on Demand (VOD) content for cable operators and production networks of any size. Featuring an easy-to-use graphical interface, VOD Producer assembles branded, edited compositions from off-air captures, clean feeds or NLE sources and interfaces with any Telestream software encoder to produce cable, OTT, mobile and broadband output. The system also enables DAI (Dynamic Ad Insertion) workflows by grooming the final program material for downstream insertion of ad content "on the fly". This capability maximizes revenue, as media enterprises can easily insert the most relevant advertising into any program stream.

Vantage Cloud Subscriptions
Vantage Cloud Subscriptions complements on-premise Vantage systems by allowing users to quickly and easily provision transcode farms in the cloud with pay-as-you-go pricing at Amazon Web Services (AWS). At IBC, Telestream will feature expanded regional support that allows users to connect locally to an AWS cluster in Singapore, Japan, Australia and Germany. Vantage Lightspeed GPU-accelerated processing is also now available at all of the AWS end points worldwide to enable faster media processing.

Also at IBC, Telestream will announce simplification of Vantage Cloud Subscription's pricing model, helping to ensure that the service is available to Vantage users anywhere, anytime.

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About Telestream
Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; as well as automation and orchestration of the entire workflow. Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

Editors note:
If any journalists would like to schedule a meeting with Telestream at IBC, please contact Doug Hansel or Bob Charlton who will arrange for you to meet the relevant company executives.

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